

Contract # 325181

	WSOC-TV 1901 North Tryon Street Charlotte, NC 28206-2700	Greer, Margolis, Mitchell & Associates 3050 K Street NW Washington, DC 20007
WSOC-TV	Greer, Margolis, Mitchell & Associates (2890)	
Schedule Dates	10/23/12-10/29/12	
Advertiser	Pol/B Obama/D/Pre/US (16226)	
Agency	Greer, Margolis, Mitchell & Associates (2890)	
Product	Political - Federal Candidate (1067)	
Brand	1537/OBAMA FOR AMERICA (134149)	
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	
Sales Office	Telerep/Philadelphia	
Buyer Name	BASSETT,LAURA	
Phone/Fax	/	
CPE	95/101/1537	
Account Types	National/Political	
Billing Type	Standard	
Comments	OBAMA FOR AMERICA	

Charlotte (WSOC)		Date Entered	08/02/12
		Last Modified	08/02/12
		Entered By	Jill Hipskind
		CO-OP	No
		Headline #	06260361
		Demo	
		Order Type	Normal
		Package Deal	
		Commission %	15.00
		Commission	\$2,240.25
		Net Total	\$114,694.75
		Sales Tax	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered			
1.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	5A- 6A (EST)	6		X	X	X	X	X	X	6	\$375.00	\$2,250.00	Charlotte (WSOC)		8/2/12			
2.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	6A- 7A (EST)	6		X	X	X	X	X	X	6	\$750.00	\$4,500.00	Charlotte (WSOC)		8/2/12			
3.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	7A- 9A (EST)									4	4	4	16	\$700.00	\$11,200.00	Charlotte (WSOC)		8/2/12
4.0	Normal Line / Spot	10/27/12-10/27/12	6	:30	6A- 8A (EST)									1		1		\$25.00	\$225.00	Charlotte (WSOC)		8/2/12
5.0	Normal Line / Spot	10/27/12-10/27/12	6	:30	8A- 9A (EST)									1		1		\$400.00	\$400.00	Charlotte (WSOC)		8/2/12
6.0	Normal Line / Spot	10/28/12-10/28/12	6	:30	6A- 8A (EST)									1		1		\$250.00	\$250.00	Charlotte (WSOC)		8/2/12
7.0	Normal Line / Spot	10/28/12-10/28/12	6	:30	8A- 9A (EST)									1		1		\$450.00	\$450.00	Charlotte (WSOC)		8/2/12
8.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	9A- 10A (EST)									4		4		\$225.00	\$900.00	Charlotte (WSOC)		8/2/12
9.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	10A- 11A (EST)									4		4		\$245.00	\$980.00	Charlotte (WSOC)		8/2/12
10.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	11A- 12P (EST)									4		4		\$325.00	\$1,300.00	Charlotte (WSOC)		8/2/12
11.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	12P- 1P (EST)									4		4		\$245.00	\$980.00	Charlotte (WSOC)		8/2/12
12.0	Normal Line / Spot	10/27/12-10/27/12	6	:30	12P- 12:30P (EST)									1		1		\$200.00	\$200.00	Charlotte (WSOC)		8/2/12
13.0	Normal Line / Spot	10/28/12-10/28/12	6	:30	12P- 12:30P (EST)									1		1		\$200.00	\$200.00	Charlotte (WSOC)		8/2/12
14.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	3P- 4P (EST)									3		3		\$235.00	\$705.00	Charlotte (WSOC)		8/2/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Accepted-Station:
Date:	Date:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

Charlotte (WSOC)	
By Broadcast Month	Spots
Oct. 2012	108
Nov. 2012	20
Grand Total:	128
	\$111,975.00 \$22,360.00 \$134,935.00

Contract #		325181	Date Entered	08/02/12
Schedule Dates	10/23/12-10/29/12	Last Modified	08/02/12	
Advertiser	Pol/B Obama/D/Pre/US (16256)	Entered By	Jill Hipskind	
Agency	Greer, Margolis, Mitchell & Associates (2890)	Co-OP	No	
Product	Political - Federal Candidate (1067)	Headline #	06260361	
Brand	1537/OBAMA FOR AMERICA (134149)	Demo		
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Order Type	Normal	
Sales Office	Telerep/Philadelphia	Package Deal		
Buyer Name	BASSETT, LAURA	Commission %	15.00	
Phone/Fax	/	Commission	\$20,240.25	
CPE	95/101/1537	Net Total	\$114,694.75	
Account Types	National/Political	Sales Tax		
Billing Type	Standard			
Comments	OBAMA FOR AMERICA			

WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Greer, Margolis, Mitchell & Associates
3050 K Street NW
Washington, DC 20007

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	4P- SP (EST)	4		X	X	X	X			4	\$500.00	\$2,000.00	Charlotte (WSOC)		8/2/12
16.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	SP- 5:30P (EST)	4		X	X	X	X			4	\$700.00	\$2,800.00	Charlotte (WSOC)		8/2/12
17.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	S:30P- 6P (EST)	4		X	X	X	X			4	\$750.00	\$3,000.00	Charlotte (WSOC)		8/2/12
18.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	6P- 6:30P (EST)	6		X	X	X	X			6	\$900.00	\$5,400.00	Charlotte (WSOC)		8/2/12
19.0	Normal Line / Spot	10/27/12-10/27/12	6	:30	6P- 6:30P (EST)	6						1		1	\$390.00	\$390.00	Charlotte (WSOC)		8/2/12
20.0	Normal Line / Spot	10/28/12-10/28/12	6	:30	6P- 6:30P (EST)	6						1		1	\$925.00	\$925.00	Charlotte (WSOC)		8/2/12
21.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	7P- 7:30P (EST)	4		X	X	X	X			4	\$700.00	\$2,800.00	Charlotte (WSOC)		8/2/12
22.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	7:30P- 7:56P (EST)	4		X	X	X	X			4	\$700.00	\$2,800.00	Charlotte (WSOC)		8/2/12
23.0	Normal Line / Spot	10/23/12-10/28/12	6	:30	11P- 11:35P (EST)	6		X	X	X	X			6	\$750.00	\$4,500.00	Charlotte (WSOC)		8/2/12
24.0	Normal Line / Spot	10/23/12-10/25/12	6	:30	11:35P- 12:02A (EST)	4		X	X	X	X			4	\$375.00	\$1,500.00	Charlotte (WSOC)		8/2/12
25.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	8P- 10P (EST)	2						2		\$4,800.00	\$9,600.00	Charlotte (WSOC)		8/2/12	
26.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	10P- 11P (EST)	1						1		\$3,500.00	\$3,500.00	Charlotte (WSOC)		8/2/12	
27.0	Normal Line / Spot	10/23/12-10/23/12	6	:30	9P- 10P (EST)	2						2		\$6,900.00	\$12,000.00	Charlotte (WSOC)		8/2/12	
28.0	Normal Line / Spot	10/23/12-10/23/12	6	:30	10P- 11P (EST)	1						1		\$4,500.00	\$4,500.00	Charlotte (WSOC)		8/2/12	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Accepted-Station:	Date:	Comments:
-----------------------------	-------------------	-------	-----------

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

Contract #

WSOC-TV	Greer, Margolis, Mitchell & Associates	10/23/12-10/29/12	Date Entered	08/02/12
1901 North Tryon Street Charlotte, NC 28206-2700	1537/OBAMA FOR AMERICA (134149)	Last Modified	08/02/12	
Advertiser	Po/B Obama/DPre/US (16256)	Entered By	Jill Hipskind	
Agency	Greer, Margolis, Mitchell & Associates (2890)	Co-OP	No	
Product	Political - Federal Candidate (1067)	Headline #	06260361	
Brand	1537/OBAMA FOR AMERICA (134149)	Demo		
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Order Type	Normal	
Sales Office	Telerep/Philadelphia	Package Deal		
Buyer Name	BASSETT, LAURA	Commission %	15.00	
Phone/Fax	/	Commission	\$20,240.25	
CPE	95/101/1537	Net Total	\$114,694.75	
Account Types	National/Political	Sales Tax		
Billing Type	Standard			
Comments	OBAMA FOR AMERICA			

WSOC-TV

Greer, Margolis, Mitchell & Associates
3050 K Street NW
Washington, DC 20007

Contract #

325181

10/23/12-10/29/12

Schedule Dates

Advertiser

Agency

Product

Brand

Salesperson

Sales Office

Buyer Name

Phone/Fax

CPE

Account Types

Billing Type

Comments

Po/B Obama/DPre/US (16256)

Greer, Margolis, Mitchell & Associates (2890)

Political - Federal Candidate (1067)

1537/OBAMA FOR AMERICA (134149)

Telerep/Philadelphia, Philadelphia (1057)

Telerep/Philadelphia

BASSETT, LAURA

/

95/101/1537

National/Political

Standard

OBAMA FOR AMERICA

10/24/12-10/24/12

10/24/12-10/24/12

10/24/12-10/24/12

10/25/12-10/25/12

10/25/12-10/25/12

10/25/12-10/25/12

10/26/12-10/26/12

10/26/12-10/26/12

10/26/12-10/26/12

10/26/12-10/26/12

10/26/12-10/26/12

10/27/12-10/28/12

30:8P-9P (EST)

30:9P-9:30P (EST)

30:10P-11P (EST)

30:8P-9P (EST)

30:9P-10P (EST)

30:10P-11P (EST)

30:8P-9P (EST)

30:9P-10P (EST)

30:10P-11P (EST)

30:8P-9P (EST)

30:9P-10P (EST)

30:10P-11P (EST)

1

1

1

1

1

1

1

1

1

1

1

1

1

1

1

1

1

1

1

1

1

1

1

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$1,500.00

\$2,000.00

\$2,500.00

\$2,000.00

\$4,500.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$1,500.00

\$2,000.00

\$2,500.00

\$2,000.00

\$4,500.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$1,500.00

\$2,000.00

\$2,500.00

\$2,000.00

\$4,500.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$1,500.00

\$2,000.00

\$2,500.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$1,500.00

\$2,000.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$1,500.00

\$2,000.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$1,500.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$1,500.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$1,500.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

\$4,000.00

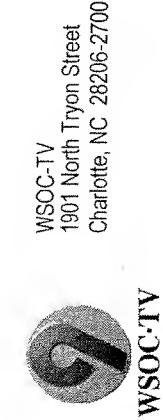
\$4,500.00

\$6,000.00

\$3,500.00

\$3,000.00

\$5,000.00

Contract # **325181**

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Greer, Margolis, Mitchell & Associates
3050 K Street NW
Washington, DC 20007

Schedule Dates 10/23/12-10/29/12
Advertiser Pol/B Obama/D/Pre/US (16256)
Agency Greer, Margolis, Mitchell & Associates (2890)
Product Political - Federal Candidate (1067)
Brand 1537/OBAMA FOR AMERICA (134149)

Salesperson Telerep/Philadelphia, Philadelphia (1057)
Buyer Name BASSETT, LAURA
Phone/Fax /
CPE 95/101/1537
Account Types National/Political
Billing Type Standard
Comments OBAMA FOR AMERICA

Charlotte (WSOC)	
By Broadcast Month	Spots
Oct. 2012	108
Nov. 2012	20
Grand Total:	128

Rate	
Oct.	Nov.
\$111,975.00	\$22,960.00
\$134,935.00	

Date Entered		Last Modified		Entered By		Headline #		Order Type		Commission %		Commission	
				Jill Hipskind		No		Package Deal		15.00		\$20,240.25	
				06260361		Demo							

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
43.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	7A- 9A (EST)									4	\$700.00	\$2,800.00	Charlotte (WSOC)		8/2/12
44.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	9A- 10A (EST)		1	X						1	\$245.00	\$245.00	Charlotte (WSOC)		8/2/12
45.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	10A- 11A (EST)		1	X						1	\$245.00	\$245.00	Charlotte (WSOC)		8/2/12
46.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	10:58A- 12P (EST)		1	X						1	\$25.00	\$25.00	Charlotte (WSOC)		8/2/12
47.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	12P- 1P (EST)			1	X					1	\$245.00	\$245.00	Charlotte (WSOC)		8/2/12
48.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	SP- 5:30P (EST)			1	X					1	\$700.00	\$700.00	Charlotte (WSOC)		8/2/12
49.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	5:30P- 6P (EST)		1	X						1	\$750.00	\$750.00	Charlotte (WSOC)		8/2/12
50.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	11P- 11:35P (EST)			1	X					1	\$750.00	\$750.00	Charlotte (WSOC)		8/2/12
51.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	11:35P- 12:02A (EST)			1	X					1	\$375.00	\$375.00	Charlotte (WSOC)		8/2/12
52.0	Normal Line / Spot	10/26/12-10/26/12	6	:30	12:05A- 12:35A (EST)		2				X			2	\$375.00	\$750.00	Charlotte (WSOC)		8/2/12
53.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	6P- 6:30P (EST)			1	X					1	\$900.00	\$900.00	Charlotte (WSOC)		8/2/12
54.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	6:58P- 7:30P (EST)			1	X					1	\$700.00	\$700.00	Charlotte (WSOC)		8/2/12
55.0	Normal Line / Spot	10/29/12-10/29/12	6	:30	7:30P- 7:56P (EST)			1	X					1	\$700.00	\$700.00	Charlotte (WSOC)		8/2/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

REP HEADLINE# 6260361
*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100
ORDER WORKSHEET

HARRIS REPORT FROM REP FAX# 610-225-1191 AUG1/112 14-59
* * * WSOC-TV * * *

REP: TEL# 610-225-4100
ORDER WORKSHEET

REP HEADLINE# 6260361
*** ORIGINAL REV# 0 ***

HARRIS REPORT FROM REP FAX# 610-225-1191 AUG1/12 14:59
* * * WSOCTMV * * *

REP HEADLINE# 6260361
*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100
ORDER WORKSHEET

HARRIS REPORT FROM REP FAX# 610-225-1191 AUG1/12 14.59
* * * WSOC-TV * * *

REP HEADLINE# 6260361
*** ORIGINAL REV#0 ***

REP: TELL# 610-225-4100
ORDER WORKSHEET

FAX# 610-225-1191
HARRIS REPORT FROM REP AUG1/12 14.59
*** WSOC-TV ***

:	LINE#:	REP	:CD:	TIME	PERIOD	:	LGTH	: SEC	:	RATE	:	START	:	SPTS:	WEEK :	END	;	SPOTS:	;	DAY	:	TOTAL:		
:	LINE#:	:	:	:	:	:	:	:	:	:	:	DATE	:	DATE	:	WEEK:	INVT:	DATE	:	SPOTS:	;	;	;	;
39		800P-900P		30			\$4,500.00			10/28		10/28		1		SUN				1				
	PROGRAM	:	ONCE UPON A TIME																					
40		900P-1000P		30			\$5,000.00			10/28		10/28		1		SUN				1				
	PROGRAM	:	REVENGE																					
OCT/12	121835.00	NOV/12		13100.00																				
	CONTRACT																							
	TOTAL																							
	TOTAL SPOTS																							
	128																							

MARKET TOTALS \$313,802 WSOC 43% WBTV 26% CABL 0% WCNC 15% WCCB 10% WJZY 2% WMYT 2% WAXN 2%
SVC- NSI DEMOS- RA35+*